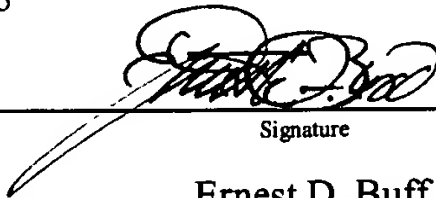
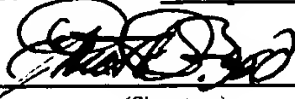


AMENDMENT TRANSMITTAL LETTER				ATTORNEY'S DOCKET NO.: 0010-3		
SERIAL NUMBER: 09/909,643	FILING DATE: July 20, 2001	EXAMINER: Jeffrey D. Carlson		GROUP ART UNIT: 3622		
INVENTION: DIRECT INTERNET ADVERTISING						
INVENTOR(s): Andrew S. Kanter						
TO THE ASSISTANT COMMISSIONER FOR PATENTS: Transmitted herewith is an amendment in the above-identified application. The fee has been calculated as shown below.						
CLAIMS AS AMENDED						
(1)	(2) CLAIMS REMAINING AFTER AMENDMENT	(3)	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) NO. OF EXTRA CLAIMS PRESENT	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	20	MINUS	20	0	X \$9	0.00
INDEP. CLAIMS	4	MINUS	4	0	X \$39	0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0.00
<p>* If the entry in column 2 is less than the entry in column 4, write "0" in column 5. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space. *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space.</p> <p><input type="checkbox"/> No additional fee is required.</p> <p><input type="checkbox"/> Charge \$ _____ to Deposit Account No. _____. A triplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> The undersigned petitions for any extension of time for filing this document required under 37 C.F.R. 1.136 and submits a check for \$ _____ to cover the extension fee _____. A triplicate copy of this sheet is enclosed.</p> <p><input type="checkbox"/> Charge any additional fees to Deposit Account No. 01-1125</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"><div style="width: 45%; text-align: center;"><u>September 20, 2004</u> Date <u>(908) 901-0220</u> Phone</div><div style="width: 45%; text-align: center;"> _____ Signature Ernest D. Buff _____ Attorney Name 25,833 _____ Reg. Number</div></div>						
<p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on <u>September 20, 2004</u>.</p> <div style="display: flex; justify-content: flex-end; margin-top: 20px;"><div style="width: 45%; text-align: center;"> _____ (Signature) Ernest D. Buff _____ Attorney of Record <u>September 20, 2004</u> (Date)</div></div>						



3622
JPC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Andrew S. Kanter Group Art Unit: 3622
Serial No.: 09/909,643 Examiner: Jeffrey D. Carlson
Filed: July 20, 2001
For: **DIRECT INTERNET ADVERTISING**
Docket No.: 0010-3

Bedminster, NJ 07921
September 20, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT UNDER 37 CFR 1.111

In response to the Office Action dated June 22, 2004, kindly amend the above-identified application as follows:

Amendments to the Claims are set forth in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.